GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:72
ANSWERED ON:17.07.2017
Monsoon Tourism
Venugopal Shri K. C.

Will the Minister of TOURISM be pleased to state:

(a) whether the Government proposes to promote monsoon tourism in States like Kerala, considering its immense potential;
(b) whether the Government is ready to promote the scope of monsoon tourism in international platforms to attract foreign tourists to the country; and
(c) if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) to (c): The development and promotion of tourism is primarily the responsibility of the State Governments/Union Territory Administrations. The Government of Kerala informs that the Department of Tourism has organised Monsoon Tourism Campaign to attract foreign tourists to Kerala and have organised an Off Season Promotion campaign in various media as well as conducted International Road shows and participated in International Trade Fairs.

The Ministry of Tourism as part of its ongoing promotional activities releases campaigns in the international and domestic markets and also undertakes other promotional activities including inter-alia Promotion of Monsoon Tourism in States like Kerala.

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